Understanding Tourism Impacts: Visit Keweenaw Addendum

Visitor Image Selection

Overview of Image Selection:

Visitors responding to the VK survey instrument (Phase 1) or reporting at least 1 day trip or lodging area in Houghton or Keweenaw county (Phase 2) were asked to respond to the following prompt:

Using your imagination, select the image representing who would most enjoy visiting the Keweenaw.

Respondents were presented with one of three sets of seven images[1] which contained depictions of visitor types varying in age, gender, cultural background (as assumed by subject phenotype), and environment. Images were selected by project team members in conjunction with Visit Keweenaw staff, assigned a letter, and coded across four categories: Personal, Multi-Cultural, Solo Gender, and Feedback Adjectives (See Table 1 for details on each image). Each image set contained a mix of personal types with both multi-cultural and multi/solo gender options. Within each set the order of the images was fixed, with images presented in one (mobile) or two (computer) columns.

Selection Rates

Within the valid response sample, 1,588 responses were collected across the three image sets: Set 1- 532; Set 2- 512; Set 3- 543. The most frequently selected images in each set were D, G, and R, with a significant difference in the selection rate in set 3 when compared to that of sets 1 and 2. While the selection rate between these image types may be explained in part by the attributes identified by the

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[1] The research team used Qualtrics' randomizer survey flow tool to present the different image sets with each image set presented an equal number of times within the instrument sample. Variations in the number of responses per group is the result of multiple factors including invalid responses removed from sample and the question skipped by respondents.

research team, additional research including increased stratification of images and sets may be undertaken to better explain these phenomena.

## Selection Count by Image Code
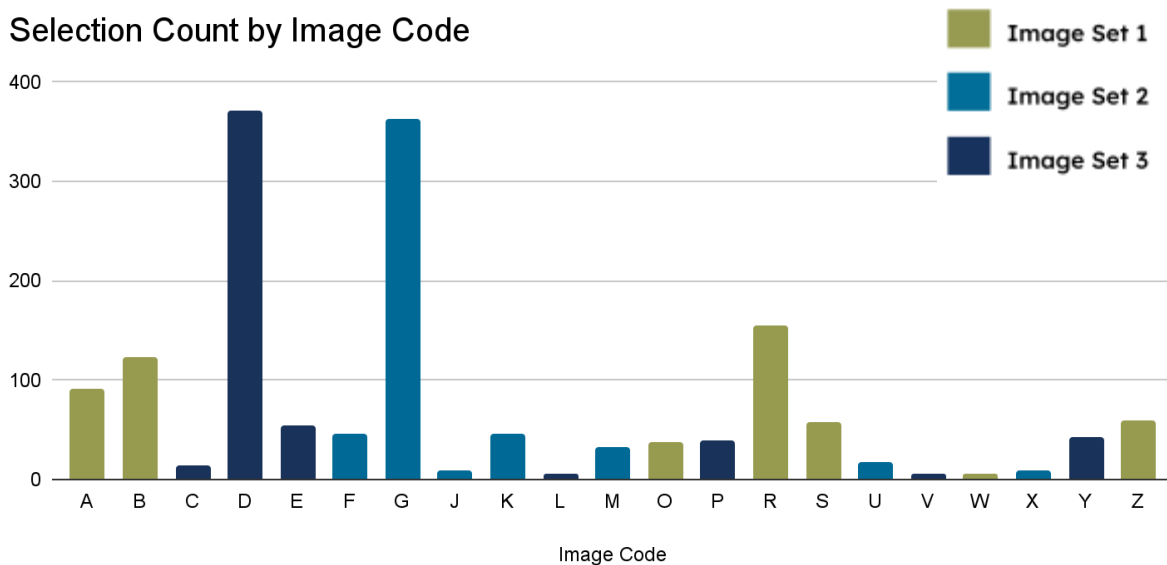
Personal Codes

Images coded "Outdoorsy" were most frequently selected by respondents as those whose individuals would most enjoy visiting the Keweenaw (62.5%), suggesting that visitor perspectives largely align with both the Keweenaw positioning as a region where visitors can "connect with the Great Outdoors".[2] This portion of the sample increases if we include other images where engaging with the outdoors can be identified as a secondary type (A, C, K, M, U).[3] 14.2% of respondents selected images coded "Young Family" as those to most enjoy visiting while 12.5% of respondents selected those coded "Retirees". Images coded as "Trendy/Hipsters" or "Affluent" make up the remaining 10.8% of the sample (6.1% Trendy/Hipsters, 4.7% Affluent).

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[2] 2023-2023 Visit Keweenaw Marketing Plan, 1.
https://medc.app.box.com/s/tnuncs0do36c3le1kvzcvz4bpch6383z/file/1110499406901
[3] Images where engaging with the outdoors can be identified as a secondary type include images of individuals in front of an RV, images of individuals in front of or on a boat, and images of individuals in a park-like setting.

Selection by Personal Code Category
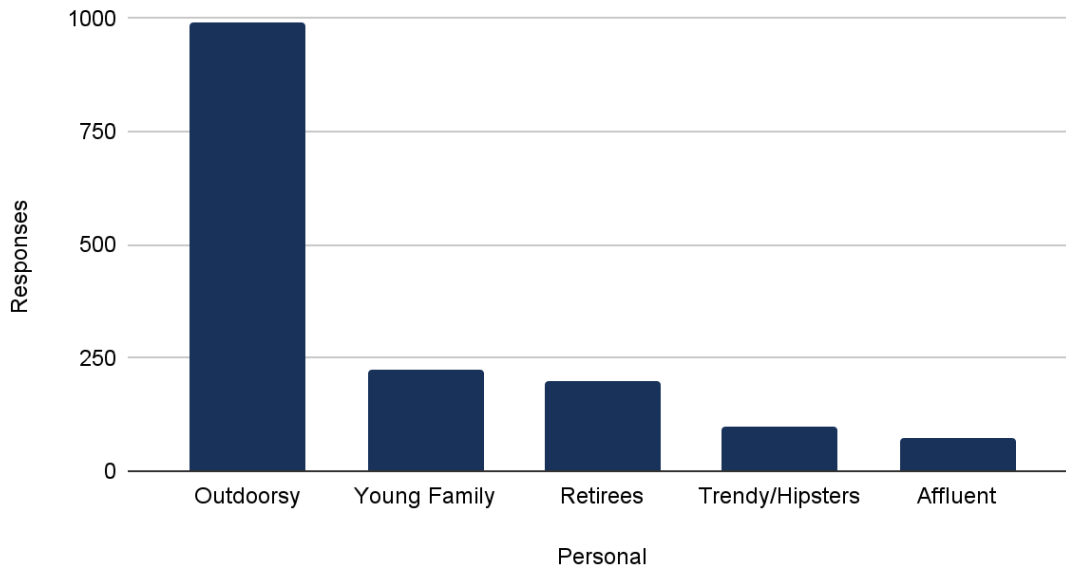
Gender and Racial Background Codes

Comparing the selection rates of images based on gender and racial background assumed by phenotype containing one gender and more than one gender, we see significant variation across the sample.

Gender

Researchers constructed image sets with images containing subjects of the same gender (coded 1) and of different genders (coded 0) While each set contained 2 images containing individuals of the same gender, overall, only 8.8% of the selected images were solo gender coded. Solo-gender coded images can be interpreted by respondents in multiple ways: some respondents might interpret two individuals of the same gender as friends on a trip together while others may interpret the individuals as a same-sex couple. It is unclear if and or how these potential interpretations affected respondents in their decision making process. The two most selected images coded as solo-gender include two female presenting individuals engaging with the outdoors (U, Z) and so it is unknown to what degree this variable or other factors may have contributed to the selection rate.

Selection Count by Image Code

Solo versus Multi Gender
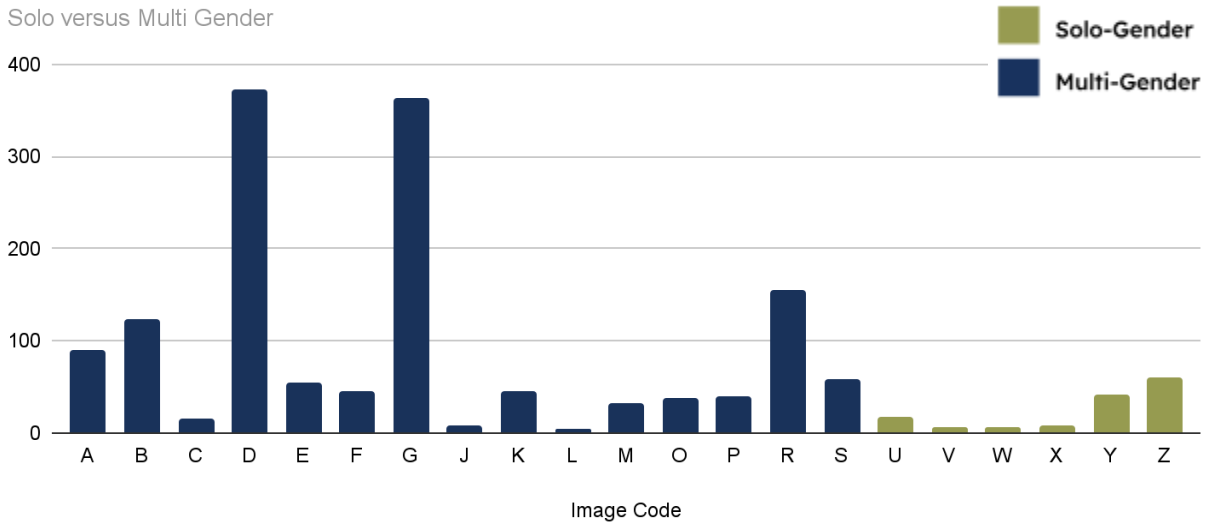
Racial Background

The majority of the Keweenaw Peninsula's population identifies as white (92%), with smaller proportions identifying as Asian (2.7%), Black or African American (1.1%), or of two or more racial backgrounds (2.8%).[4] Additionally, 94% of respondents to the 2023 Western U.P. visitor survey self-reported as white only.[5] Researchers constructed image sets with images containing only white identified subjects (coded 0) and those containing subjects of multiple racial and ethnic backgrounds and/or non-white racial and ethnic backgrounds (Black/African American, Asian, Latino/a) as assumed by the phenotypes of subjects (coded 1). Each image set included 4 images coded as non-white/multi-cultural, and 3 images coded as white-only. Assuming each image had an equal possibility for selection (14.29%), images coded as multi-cultural would be expected to make up 57.14% of the selection sample. However, two thirds (66.12%) of the image selections are coded as white only with the remaining 33.88% coded as non-white/multi-cultural.

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[4] Population figures drawn from ACSDP5Y2022.DP05 for Houghton and Keweenaw Counties. Less than 1% of the population of the two counties report as Some Other Race (0.96%), American Indian and Alaska Native (0.45%), or Native Hawaiian and Other Pacific Islander (0.05%).
[5] The 2023 Visitor Survey collected self-reported racial backgrounds of the respondent only, and so this proportion can not be generalized to the entire visitor sample.

Selection Count by Image Code

White-only versus Non-white/Multi-Cultural
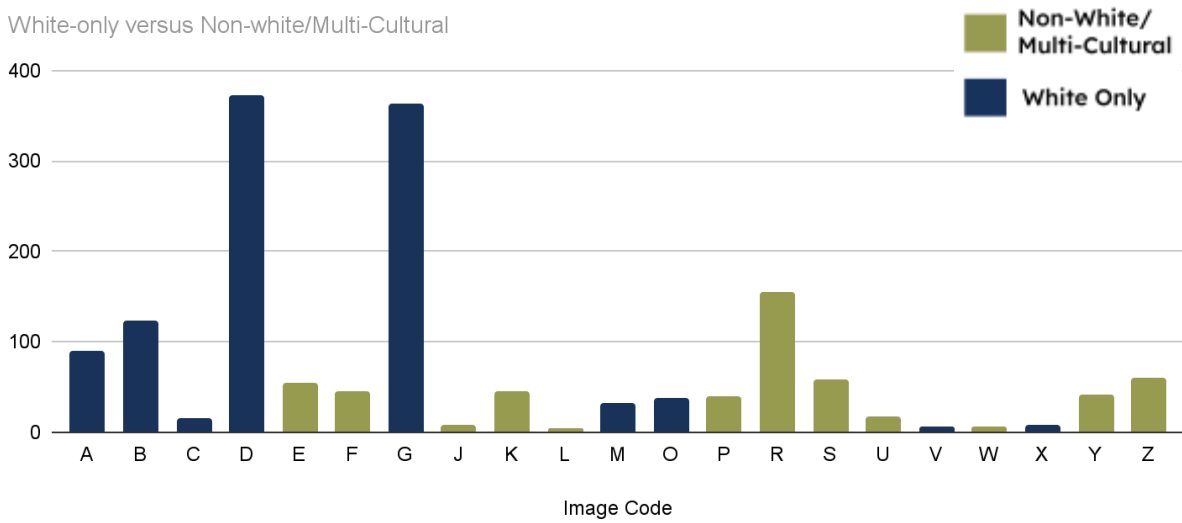
Images coded as Non-White/Multi-Cultural were selected across all Personal code categories to varying degrees. Images coded as Trendy/Hipsters and non-white/multi-cultural were selected more frequently (75.3%) than expected under random selection rates (60%). In all other Personal code categories, non-white/multi-cultural images were selected less frequently than expected.

Cultural Background & Personal Code Categories

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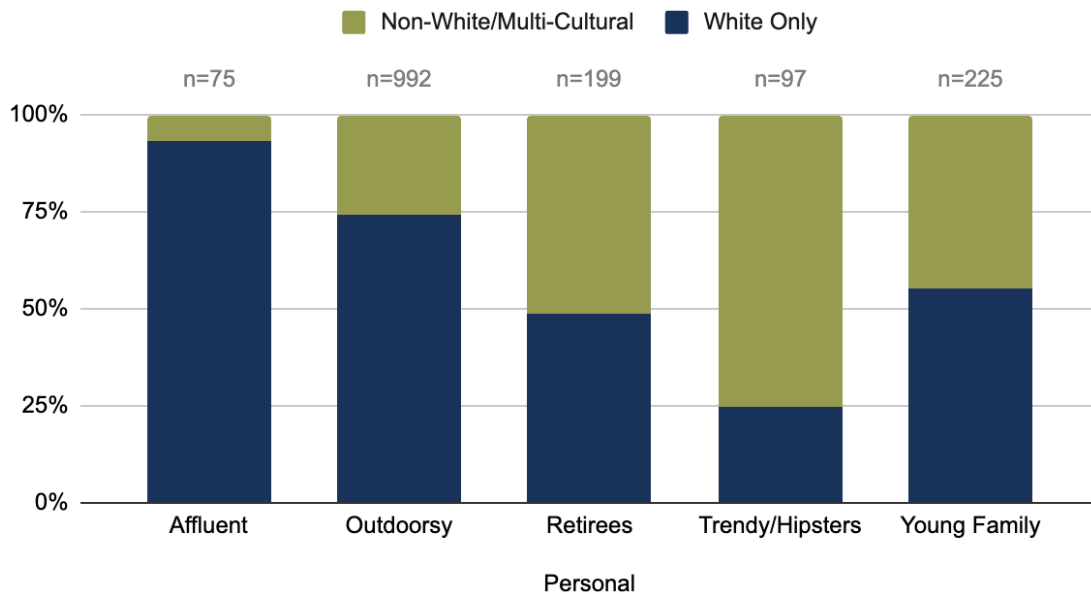
Personal Codes & Respondent Age

Images coded as Outdoorsy are frequently selected across all age groups of respondents; however, some variation between groups is present which may suggest differences in visitor experiences and perspectives. While 80% of respondents aged 18-24 selected Outdoorsy coded images, only 33.3% of those aged 75-84 did so.[6]

Image Selection by Personal Code Category and Respondent Age
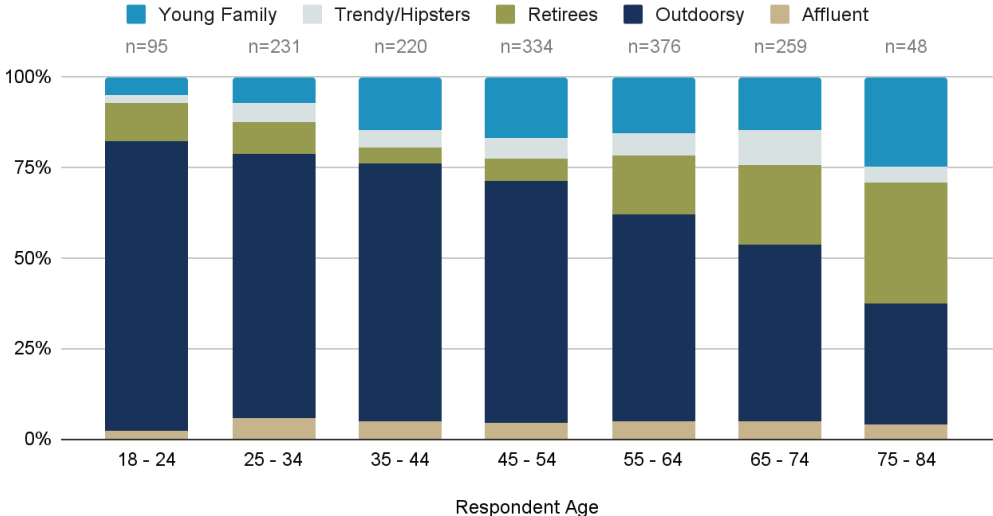
We see a generally negative relationship between age of respondent and outdoorsy multi-cultural coded image selection.[7] Respondents 18-24 more frequently selected outdoorsy coded images that contained non-white subjects (32.9% of outdoorsy selections) than any other age group followed by respondents aged 25-34 (27.8%) and 35-44 (26.5%). Respondents aged 55-64 (22.8%) and 65-74 (23.8%) less frequently selected outdoorsy coded images that contained non-white subjects.

The relationship between age of respondent and Young Family multi-cultural coded image selection is generally positive ranging from 35.3% for 25-34 year olds to 55.2% for 55-64 year olds. The relationship between respondent age and retiree

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[6] Respondents under the age of 18 and 85 and above have been removed from the graph due to a small number of responses. Excluded from this analysis are responses where respondent age was not reported.

[7] As each image set contains a distinct mix of image types, we are only able to compare the relative tendencies of groups of respondents to select one type of image rather than report on the tendency of individual respondents to choose one type of image over another, all other factors being the same.

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multi-cultural coded image selection is less apparent; however, variation between the age groups is visible (ranging from 30% across 18-24 year olds to 56.1% across 65-74 year olds).

Personal Codes & Respondent State of Origin

Segmenting the sample by reported state of origin as determined by home zip code, Outdoorsy coded images remain the most frequently selected across the top seven states. A larger portion of respondents from Florida (20%) selected images coded as Retirees than in any other state segment. Respondents from Illinois more frequently selected Affluent (8.6%) or Young Family (15.1%) coded images than those from other states.[8]

Image Selection by Personal Code Category and Respondent State of Origin
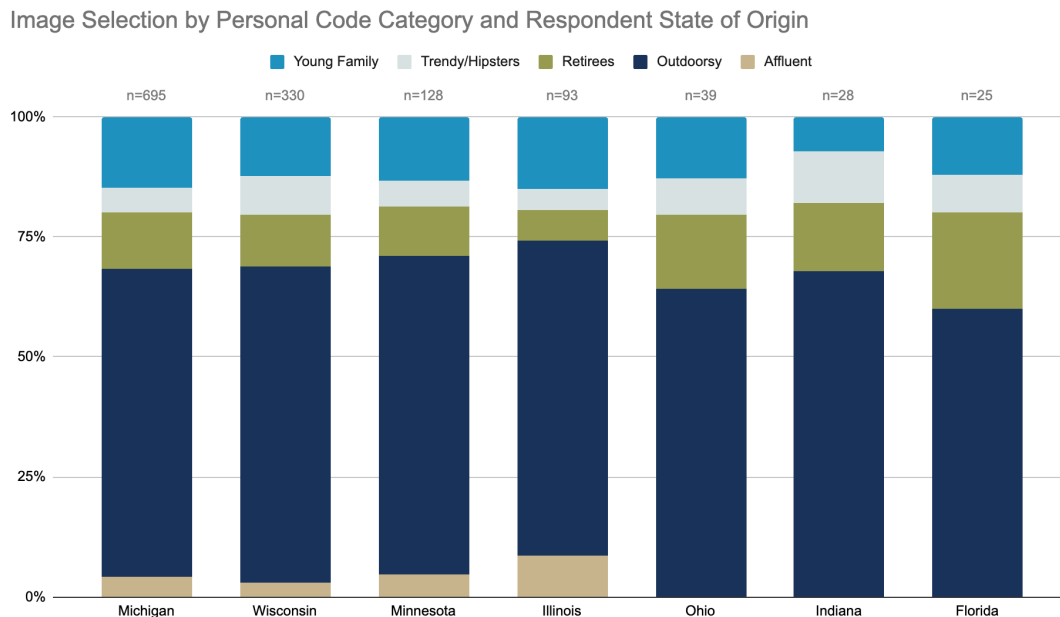
Summary

Overall, the majority of respondents to the 2023 Visitor Survey report that they believe that outdoorsy individuals engaged in the natural environment are most likely to enjoy visiting the Keweenaw Peninsula. These subjects are engaged in activities including camping (C), hiking (D, Z), and exploring the flora of the area (R, Y). Smaller portions of the sample believe that retirees engaging in RVing or other recreational activities, or Young Families are the most likely to enjoy a trip to

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[8] Excluded from this graph are respondents who did not report their home zip code.

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the Keweenaw. Reduced selection rates for images with coded as solo-gender and/or non-white/multi-cultural may be the result of multiple factors including but not limited to visitor assumptions & biases, visitor experiences and observations in the Keweenaw Peninsula, and respondents' likeliness to select images that more closely align with their identities.
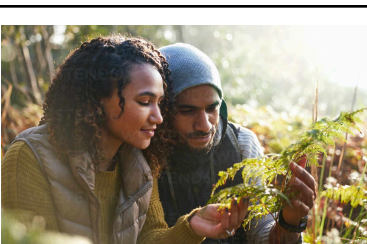
Table 1: Image Selection Options with Codes						
Image	**Code**	**Set**	**Personal**	**Multi-Cultural**	**Solo Gender**	**Feedback Adjectives**
	A	1	Retirees	0	0	Retired, RV
	B	1	Young Family	0	0	Happy, Pleased, Family
	C	3	Trendy/Hipsters	0	0	Young, Trendy, Adventure, Affluent, Care-Free
	D	3	Outdoorsy	0	0	Outdoorsy, Adventurous, Content

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Table 1: Image Selection Options with Codes						
Image	**Code**	**Set**	**Personal**	**Multi-Cultural**	**Solo Gender**	**Feedback Adjectives**
	E	3	Young Family	1	0	Young Family, Happy
	F	2	Young Family	1	0	Happy, Pleased, Family, Young Family
	G	2	Outdoorsy	0	0	Outdoorsy, Adventurous, Content
	J	2	Trendy/ Hipsters	1	0	Cool, young, easy going
	K	2	Retirees	1	0	Older, Relaxed, Well-Traveled, Elderly, RV

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Table 1: Image Selection Options with Codes						
Image	Code	Set	Personal	Multi-Cultural	Solo Gender	Feedback Adjectives
	L	3	Affluent	1	0	Young, Happy, Wealthy
	M	2	Affluent	0	0	Wealthy, Successful, Middle Age, Affluent
	O	1	Affluent	0	0	Wealthy, Successful, Middle Age, Affluent, Older
	P	3	Retirees	1	0	50's 60's
	R	1	Outdoorsy	1	0	Outdoorsy, Young, Curious, Educated

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Table 1: Image Selection Options with Codes

Image	Code	Set	Personal	Multi-Cultural	Solo Gender	Feedback Adjectives
	S	1	Trendy/Hipsters	1	0	Planners, ready, youthful, hipster
	U	2	Retirees	1	1	50's 60's
	V	3	Retirees	0	1	50's 60's
	W	1	Trendy/Hipsters	1	1	Cool, young, easy going
	X	2	Trendy/Hipsters	0	1	Young, Trendy, Adventure, Affluent, Care-Free

Table 1: Image Selection Options with Codes						
Image	**Code**	**Set**	**Personal**	**Multi-Cultural**	**Solo Gender**	**Feedback Adjectives**
	Y	3	Outdoorsy	1	1	Outdoorsy, Adventurous, Content
	Z	1	Outdoorsy	1	1	Retired, Active, Content, Adventurous

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